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Integrated and coordinated implementation of and follow-up to the outcomes of the major United Nations conferences and summits in the economic, social and related fields

Agriculture development and food security

Note verbale dated 24 October 2012 from the Permanent Mission of the Plurinational State of Bolivia to the United Nations addressed to the Secretariat

The Permanent Mission of Bolivia to the United Nations, in its capacity as Chair of the International Coordination Committee for the International Year of Quinoa, presents its compliments to the Secretary-General of the United Nations and, further to note NBNU/ONU/125/2012, has the honour to enclose the master plan for the International Year of Quinoa, entitled "Quinoa: A Future Sown Thousands of Years Ago" (see appendix).

The plan was drawn up pursuant to General Assembly resolution 66/221 of 22 December 2011, which decided to declare 2013 as the International Year of Quinoa and to the letter from the President of the General Assembly at its sixty-seventh session convening the plenary meeting of the General Assembly for the global launch of the International Year of Quinoa, to be held on 29 October 2012.

I should be grateful if you would have this note and its annex circulated as a document of the General Assembly at its sixty-seventh session, under agenda items 14 and 26.

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Appendix

Master Plan for the International Year of Quinoa

A Future Sown Thousands of Years Ago

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Executive Summary

The year 2013 has been declared "The International Year of Quinoa" (IYQ), in recognition of the indigenous peoples of the Andes, who have maintained, controlled, protected and preserved quinoa as a food for present and future generations thanks to their traditional knowledge and living practices which are in harmony with nature and Mother Earth.

Resolution 66/221 of 22 December 2011, adopted by the United Nations General Assembly, which declared 2013 as the International Year of Quinoa had been proposed by the Government of the Plurinational State of Bolivia, and had been seconded by Argentina, Australia, Azerbaijan, Brazil, Cuba, Ecuador, El Salvador, Georgia, Guyana, Honduras, Iran, Liberia, Mexico, Nicaragua, Paraguay, Peru, Philippines, Seychelles, Venezuela and Uruguay.

It is important to point out that quinoa is the only plant food that contains all the essential amino acids, vitamins and trace elements and is also gluten free. Moreover this crop is extraordinarily adaptable to different agro-ecological floors being grown in areas with relative humidity from 40% to 88%, from sea level to 4000m and in temperatures from -8 ° C to 38 ° C. It is a water efficient crop and is tolerant and resistant to the lack of soil moisture.

Thus, faced with the global need to identify crops that have the potential to produce quality food in a context of progressing climate change, quinoa is an excellent alternative for countries suffering from food insecurity to be able to produce their own food.

The IYQ constitutes the first step in an ongoing process to focus world attention on the role that quinoa's biodiversity and nutritional value play in providing food security and nutrition and in poverty eradication, in support of the achievement of the internationally agreed development goals including the Millennium Development Goals.

The IYQ is expected to be a catalyst to enable the exchange of information and to start to generate medium and long-term programs and projects for the sustainable development of the cultivation of quinoa nationally and globally.

In the short term it should raise awareness of the importance of the production and consumption of quinoa and its contribution to food security.

In this context, for the implementation of the IYQ, this master plan has been designed as a dynamic tool based on three components: information and communication, research, technology and marketing, and fundraising and cooperation mechanisms. The master plan will be implemented locally, nationally and internationally.

The cost of implementing the master plan is U.S. $ 2,882,630.

1. Background

Due to population growth and climate change, most countries are facing difficulties in providing food for their population.

Periodically and in many ways, FAO warns about the situation of food production, pricing and distribution. The situation of the production and distribution of food in the world poses major challenges to the four pillars of food security: availability, access, utilization and stability.

Facing the global need to identify crops with the potential to produce quality foods, quinoa has a strong potential, owing to both its nutritional benefits and its agricultural versatility, to contribute to food security in various regions of the world, especially in countries where the population has no access to protein sources, or where food production is limited. Quinoa is an excellent alternative for these countries to produce their own food.

Quinoa has a remarkable adaptability to different agro-ecological floors. It adapts to climates from desert to hot and dry, can grow with relative humidity between 40% and 88%, and withstands temperatures from -8 ° C to 38 ° C. This is a water efficient plant and is tolerant and resistant to lack of soil moisture, and produces acceptable yields with precipitation from 100 to 200 mm.

In 1996 quinoa was listed by FAO as one of humanity's most promising crops, not only for its beneficial properties and many uses, but also as an alternative to solve the serious problems of human nutrition.

NASA included it within the Controlled Ecological Life Support System (CELSS) to equip its ("space craft" in long-duration space travel as an ideal product for consumption during long-term space missions and whenever a crop would need to be grown in a spaceship.

In this overall context, quinoa can contribute to the various "regional initiatives" for food security and nutrition in developing countries.

Origin

The Andes region, the cradle of great civilizations such as the Inca and Tiahuanaco, is considered the center of origin of many native species such as quinoa (Chenopodium quinoa Willd). According to scientific research quinoa originated from the vicinity of Lake Titicaca and cultivation expanded then to all the Andean countries.

For 7.000 years, indigenous peoples have maintained, controlled, protected and preserved quinoa in different ecological zones, maintaining many different varieties in their natural state, through natural gene banks, based on the principles of complementarity, redistribution, and living in harmony with nature and Mother Earth.

Because of its high nutritional value, indigenous peoples and researchers call it "the golden grain of the Andes."

Geographic distribution

The geographical distribution of quinoa in the region extends from 5 degrees North latitude in the south to 43° south latitude (Colombia, Ecuador, Peru, Bolivia, Argentina and Chile). Its altitudinal distribution ranges from sea level to 4000 miles in the Altiplano, with the biggest genetical diversity in the altiplano of Peru and Bolivia (Lake Titicaca basin). There therefore exist coastal, valley, interandean valley, Puna and Altiplanic quinoas.

The cultivation of quinoa in the world is expanding. Countries like the U.S., Canada, France, Holland, Denmark, Italy, India, Kenya, Morocco, China and others are either already producing or undertaking agronomic trials towards commercial production.

Nutritional and functional value

Quinoa's unique benefits are due to its high nutritional value. The protein content of quinoa varies between 13.8 and 21.9% depending on the variety. Due to the high essential amino acid content of its protein, quinoa is considered the only plant food that provides all the essential amino acids, which are extremely close to the human nutrition standards established by FAO. The balance of essential amino acids in quinoa protein is superior to wheat, barley and soy, and comparable with milk protein.

For some populations of the world, including high quality protein in their diets is a problem, especially those which rarely consume animal proteins and must obtain protein from cereals, legumes and other grains. Even when the energy intake of these foods is adequate, inadequate levels of essential amino acids (EAA) can contribute to an increase in the prevalence of malnutrition.

If a comparison is made between the nutritional composition of quinoa and those of wheat, rice and corn (traditionally referred to in the literature as the golden grains) it can be seen that in general quinoa's mean values for protein, fat and ash content are superior to those of the other three grains.

Quinoa's exceptionally high amino acid content gives it very interesting therapeutic properties. This is because the bioavailability of lysine in quinoa –the most abundant essential amino acid in their seed– is very high while in wheat, rice, oats, millet and sesame it is significantly lower. This amino acid enhances immune function by aiding in the formation of antibodies, promotes gastric function, assists in cell repair, is involved in fatty acid metabolism, aids calcium transport and absorption and even seems to slow or prevent –together with vitamin C–cancer metastasis, to name just a few of its many therapeutic actions.

Conservation of quinoa's genetic diversity in the Andean region

The Andean region is considered one of the eight centers of origin and crop diversity. It is the place with the highest genetic diversity of both wild and cultivated quinoa which can still be found growing in natural conditions in Andean fields.

In order to safeguard the enormous phenotypic and genotypic variability of quinoa in the Andean region, genebanks have been implemented throughout the region since the 60's, with universities and entities related to agriculture in charge of their management and conservation.

Bolivia, Peru, Ecuador, Chile and Argentina have the greatest variability of quinoa conserved in their germplasm banks. The number of accessions held in the region exceeds 3000.

Production and marketing

In 2001, Bolivia recorded more than 35,000 hectares covered with quinoa in approximately 70,000 production units, of which 60% of production is sold and exported. In the same period, Peru and Ecuador registered 60,000 and 2,500 production units respectively.

In 2002, 80,000 hectares of quinoa were registered in the world, mainly produced in the Andean region. The world's main producers are Bolivia, Peru and the United States. In 2008 the production of these two countries represented 92% of worldwide quinoa production. Following them are: United States, Ecuador, Argentina and Canada, totaling about 8% of global production volumes. In 2009 production in the Andean region was approximately 70,000 tonnes. In 2011, Peru reported a production of 41.200 tons and Bolivia 38.281 tons (MDRyT-INE).

The cultivation of quinoa has transcended continental boundaries; it is cultivated in France, England, Sweden, Denmark, Holland and Italy. In the United States it is cultivated in Colorado and Nevada, and in Canada in the prairies of Ontario. In Kenya it has produced high seed yields (4 ton/ha). In the Himalayas and the plains of northern India the crop develops successfully with good yields. Tropical savanna areas in Brazil have experimented with quinoa cultivation since 1987 and have the potential to achieve higher yields than in the Andean region.

Bolivia is the largest quinoa exporter in the world followed by Peru and Ecuador. The main importers of Bolivian quinoa grain are presently the United States, France, Netherlands, Germany, Canada, Israel, Brazil and the UK.

2. Justification

The current status of quinoa with regards to knowledge, consumption and production leads us to pose scenarios associated with countries and continents as shown in Figure 1.

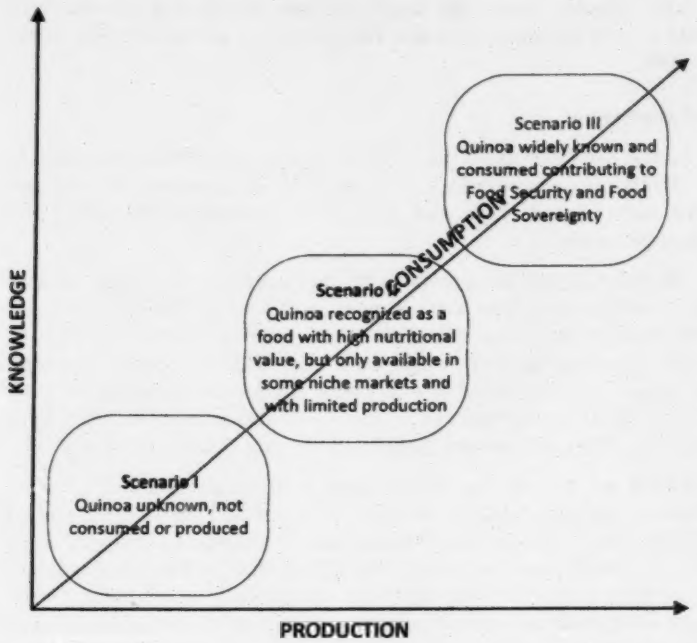
KNOWLEDGE
PRODUCTION
CONSUMPTION
Scenario III
Quinoa widely known and consumed contributing to Food Security and Food Sovereignty
Scenario II
Quinoa recognized as a food with high nutritional value, but only available in some niche markets and with limited production
Scenario I
Quinoa unknown, not consumed or produced

Figure 1. Scenarios of quinoa consumption as a function of knowledge and production.

The efficient implementation of the International Year of Quinoa will lay the foundations for moving from scenario I to scenario II and thereby strengthen the production and consumption of quinoa, contributing to food security in countries where quinoa is unknown.

The IYQ will also enable the development and strengthening of technical and policy frameworks so that countries that are currently in scenario II can reach an ideal scenario III where quinoa is a crop that contributes greatly to the food security of these nations.

3. Vision and Aims

Vision

Quinoa is recognized and accepted worldwide as a natural food resource of Andean origin with high nutritional value, constituting a quality food for the health and food security of present and future generations.

Aims of the IYQ

Focus world attention on the role of quinoa biodiversity and nutritional value for food security and the eradication of poverty, in support of the achievement of the Millennium Development Goals.

Specific aims

Increase the visibility of the great potential of quinoa to contribute to global food security, especially in countries where the population has no access to other protein sources or where production conditions are limiting.

Prepare technical and policy frameworks for the conservation and sustainable use of quinoa diversity worldwide.

Recognize and value the contribution of the indigenous peoples of the Andes as custodians of quinoa who conserve this food for present and future generations.

Improve international cooperation and partnerships between public, private and non-governmental organizations related to the cultivation of quinoa.

Appreciate the importance of developing sustainable production systems for quinoa for consumption and food security.

4. Strategy

The strategy for the implementation of the IYQ involves identifying and engaging partners, the native peoples and the community associated with quinoa cultivation to develop synergies and initiate joint actions.

The strategy for implementing the IYQ is based on three interrelated and complementary components: Information, Communication and Promotion; Research, Technology and Marketing, and Fundraising and Cooperation mechanisms

For the success of the IYQ these components must be implemented at local, national and international levels (Figure 2).

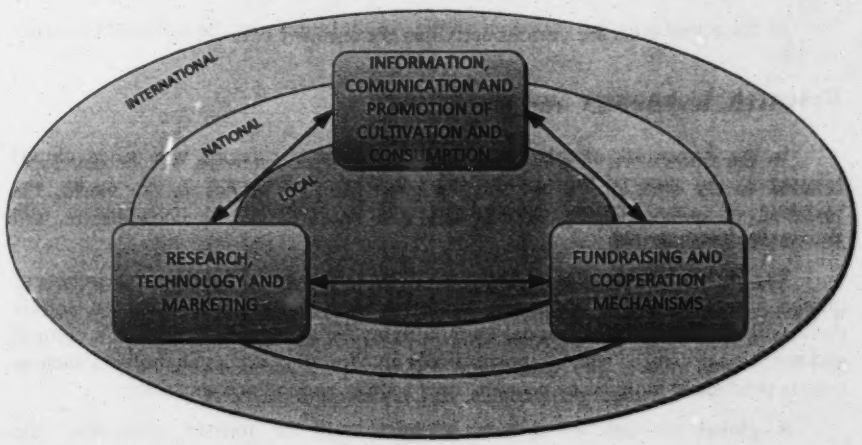

Figure 2. Components of the master plan and its levels of implementation.

4.1. Information and communication

In the framework of this component a series of educational briefings and updates on three fundamental aspects of quinoa will be developed.

Food and nutritional potential.

Adaptability to various agro-ecological zones due to its broad genetic diversity.

Commercial and industrial potential.

A communications strategy will be designed and implemented for high-impact multimedia global dissemination of the characteristics and potential of quinoa cultivation including the design and operation of the web page as a fundamental tool for this purpose. The web page will be available in the six official languages of FAO (Spanish, English, French, Russian, Arabic and Chinese).

Based on the information documents mentioned above, outreach materials will be developed such as newsletters, banners, videos, radio advertisements, games for children and various promotional materials.

Material and logistics will be developed for a traveling exhibition on the history, use, storage, production, health and nutrition and marketing in Brazil, Nairobi-Kenya, Brussels-Belgium, the Netherlands, Shanghai-China and New York-U.S. (UN Headquarters) and other countries (FAO regional offices).

The launch of the IYQ will be held in New York in the framework of the United Nations General Assembly on 29 October 2012, with parallel launches in other countries.

Further activities such as a photography competition, food festivals, gourmet cooking events etc. together to be called "the Quinoa Path" will be implemented to support the global consumption and production of quinoa.

In the action plan the various activities are outlined with the estimated budget.

4.2. Research, technology and marketing

In the framework of this component, scientific documents will be developed relating to the state of the art and the geopolitics of quinoa in the world. The updating of quinoa variety descriptions will be promoted in coordination with Bioversity International.

The IV World Congress on Quinoa will be held to bring together researchers of quinoa cultivation and its properties, as well as related research institutes. In Bolivia there will also be an International Quinoa Symposium, regarding Quinoa's cultural and nutritional values. The symposium will involve all related stakeholders such as quinoa producers, indigenous peoples, civil society and the private sector.

A global network of quinoa scientists will be formed, promoting the publication of variety catalogues in the most diverse countries (Argentina, Bolivia, Chile, Colombia, Ecuador and Peru).

The action plan provides more information together with the estimated budget.

4.3. Fundraising and Cooperation mechanisms

In the framework of this component strategic alliances will be sought with governments, international organizations, national institutions, exporters, producer associations and field projects; donors meetings will be held (international organizations, embassies, private sector, etc.).

A concept note in Spanish and English will be prepared for distribution to potential national and international donors, from both the public and the private sector.

5. Stages of implementation and action plan

The IYQ's strategy involves implementing a series of specific activities, coordinated at the local, national and international levels, aimed at the integral development of the three components. Implementation of these activities will be developed in the following stages:

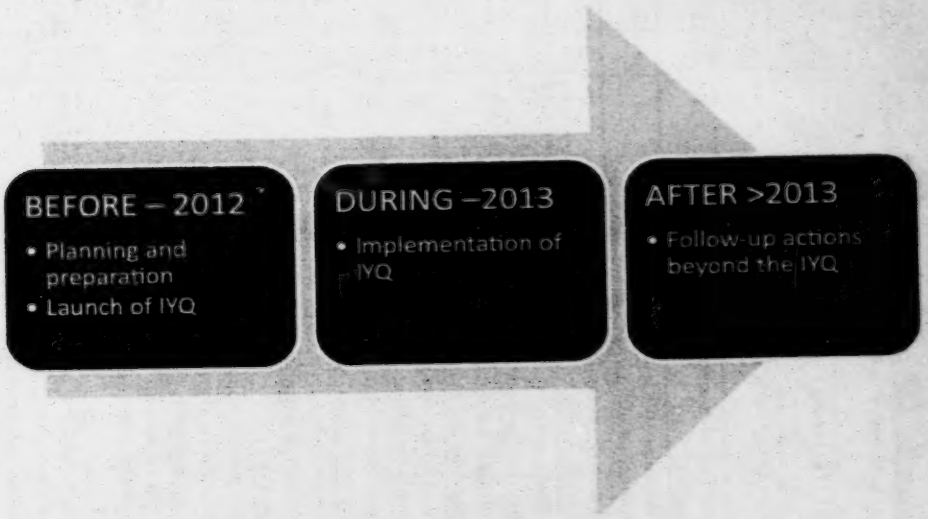

Figure 3. Stages of implementation

Key activities for the implementation of the IYQ are summarized in Table 1.

Table 1. Action plan

PHASES	AIMS	ACTIVITIES	BUDGET	TERM (month/year)	RESPONSABLE	DONOR
BEFORE	A master plan, available as a tool for the development of the IYQ (preparation, implementation and monitoring)	Establishment of teams-AIQ Secretariat	0*	MARCH 2012	IYQ SECRETARIAT	FAO
		Draft IYQ Master Plan	0*	MARCH 2012	IYQ SECRETARIAT	FAO
		Design IYQ Master Plan (document)	0*	MARCH 2012	IYQ SECRETARIAT	FAO
		Estimation of necessary financial resources.	0*	MARCH 2012	IYQ SECRETARIAT	FAO
		Socialization of Master Plan and consolidation of final version		JULY 2012	IYQ SECRETARIAT	FAO
	A IYQ-ICC established to promote partnerships and cooperation networks including public and private sector	First meeting of the International Committee	0*	MAY 2012	IYQ SECRETARIAT	FAO
		Establishment of an International Committee for the IYQ	0*	MAY 2012	COUNTRIES/IYQ SECRETARIAT	FAO
		Identification and inclusion of strategic partnerships and other groups		AUGUST 2012	ICC/IYQ SECRETARIAT	FAO
		Support for the establishment of national committees.	0*	DECEMBER 2012	ICC/IYQ SECRETARIAT	
		Follow-up meetings of the International Committee	30,000			
	Funding and fundraising mechanisms identified for the implementation of the IYQ	Develop concept notes on the IYQ, for submission to potential donors and partners.	0*	JUNE 2012	IYQ SECRETARIAT	FAO
		Submit project proposals for external donors (private sector, countries, international organizations)	0*	ONGOING	ICC/IYQ SECRETARIAT	
		Develop agreements with institutions / organizations interested in promoting the IYQ	0*	ONGOING	ICC/IYQ SECRETARIAT	
	Basic scientific and technical information available for the implementation of the IYQ	Conduct study and publish documents on the state of the art of quinoa worldwide (geographic distribution, production, germplasm, nutrition and food security, traditional knowledge, culinary properties, etc.)	100,000	DECEMBER 2012	ICC/CIRAD/IYQ SECRETARIAT	

		Establish a global research network and gene bank database	70,000	NOVEMBER 2012	ICC/IYQ SECRETARIAT	
		Develop a feasibility study for the establishment of an International Quinoa Center	50,000	DECEMBER 2013	GOVERNMENTS OF BOLIVIA AND PERU	FAO/ GOVERNMENT OF PERU
	Information and promotional material available to celebrate the IYQ	Design, development and maintenance of website and social media, graphic image, development of information packages, website content and media relations (before, during and after)	100,000	DECEMBER 2013	ICC/IYQ SECRETARIAT	
		Preparation and distribution of printed and audiovisual promotional materials (videos, radio advertisements, etc.)	175,000	DECEMBER 2013	ICC/IYQ SECRETARIAT	
		Development of a children's video game or educational game about quinoa (features and products)	50,000	JUNE 2013	TO BE IDENTIFIED	
		Translation Services (various)	80,000	CONTINUOUS	IYQ SECRETARIAT	
	Different areas of the world know about the unique properties related to the growing and consumption of quinoa	Design and production of travelling exhibition including delivery to: - Brazil - Nairobi, Kenya - Brussels, Belgium - Holland - UN Headquarters in New York - Rome, Italy - Shanghai, China	720,000	DECEMBER 2013	GOVERNMENT OF BOLIVIA, ICC/IYQ SECRETARIAT	GOVERNMENT OF BOLIVIA
		Conduct a feasibility study for a quinoa park in the Lake Titicaca area	30,000	DECEMBER 2013		
		Establish living collections of quinoa varieties in countries with abundant diversity	20,000	DECEMBER 2013		
LAUNCH	The IYQ officially announced worldwide	Launch of the IYQ (Opening ceremony at the UN General Assembly in New York and dissemination of information to world media)	80,000	OCTOBER 2012	GOVERNMENT OF BOLIVIA, ICC/IYQ SECRETARIAT	GOVERNMENT OF BOLIVIA
		Simultaneous Launching Events	100,000	OCTOBER 2012	ICC/ SECRETARIAT	

IMPLEMENTATION	International events held for the exchange of information and generation of new knowledge	IV Global Forum on quinoa (Ecuador): - Scientists: germplasm, breeding, seeds, climate change, PACS. Side events - Publication, translation and distribution of the forum minutes (including technical papers presented)."	260,000	JUNE 2013	GOVERNMENT OF ECUADOR	GOVERNMENT OF ECUADOR
		International Quinoa Symposium on Nutrition and Cultural values of Quinoa (Bolivia): - Indigenous people: traditional knowledge, *in situ* conservation experiences - Chefs and nutritionists - "The Quinoa Path" (exhibition showing the production process from the field to the table) - Producers: trade and industrialization potential	300,000		GOVERNMENT OF BOLIVIA	GOVERNMENT OF BOLIVIA
		International Festival of Quinoa and Cañihua 2012 (Puno, Peru)			GOVERNMENT OF PERU	GOVERNMENT OF PERU
		International competition: technological innovation in quinoa.	20,000	DECEMBER 2013	GOVERNMENT OF PERU	GOVERNMENT OF PERU
		Coordination with the Secretariat of the ITPGRFA	15,000	CONTINUOUS	ICC/IYQ SECRETARIAT	
	Varietal diversity of quinoa known and widespread	Promote the publication of variety catalogues in the most diverse countries (Argentina, Bolivia, Chile, Colombia, Ecuador, Peru).	50,000		ICC/ SECRETARIAT	
		Prepare a draft document of updated descriptions in coordination with BDI and other stakeholders	15,000	DECEMBER 2012	FAO/BIOVERSITY	

		Scientific validation meeting and publication and distribution of the descriptions.	33,000	JUNE 2013	ICC/ SECRETARIAT	
AFTER	Civil society actively involved in the celebration of the IYQ	Publish a Quinoa cookbook (traditional and gourmet) in various languages in coordination with Chefs against Hunger.	50,000	DECEMBER 2012	ICC/ SECRETARIAT	INICIATIVA AMERICA LATINA Y EL CARIBE SIN HAMBRE
		International Quinoa Photography and Painting Competition (professionals, amateurs and children), awards ceremony and prizes.	35,000	SEPTEMBER 2013	ICC/IYQ SECRETARIAT	
		Worldwide support for the World Food Day/International Year of Quinoa	30,000	OCTOBER 16, 2013	FAO, ICC/IYQ SECRETARIAT	FAO
		First food festival of Quinoa (Lima, Peru) presenting the world's healthiest dish based on quinoa	20,000		GOVERNMENT OF PERU	GOVERNMENT OF PERU
	The IYQ evaluated and with projections beyond 2013	Propose a model to measure the impact (economic, social, environmental, etc.) of Quinoa, for monitoring in subsequent years	20,000	DECEMBER 2012	IYQ SECRETARIAT/ ICC	FAO
		Publish and distribute final report IYQ	8,000	JUNE 2014	IYQ SECRETARIAT/ ICC	FAO
		Prepare and present project profiles to potential donors	20,000	JUNE 2014	IYQ SECRETARIAT/ ICC	
		TOTAL US$	**2,882,630**			

6. IYQ International Coordination Committee and the role of stakeholders

6.1. IYQ International Coordination Committee (IYQ-ICC)

For the proper operation of the activities detailed in the previous section it is essential to establish the organizational structure for implementing the IYQ. For this reason the formation of an IYQ International Coordination Committee (IYQ-ICC) is considered, to direct operations and set basic guidelines for the implementation of the IYQ at different levels.

The IYQ-ICC has the role of establishing guidelines, ensuring compliance with the aims and achieving the results of the IYQ, promoting the coordination of the various activities carried out under the IYQ and coordinating the work of the three committees for which they will be responsible. The Terms of Reference (TR) for the IYQ-ICC can be found in Annex 2.

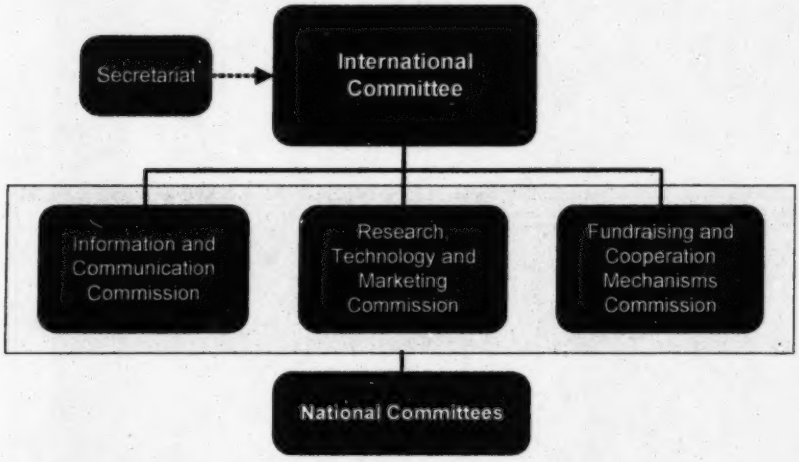

Figure 4. Organizational structure for implementing the IYQ Master Plan.

The IYQ-ICC will comprise government representatives from member countries with a strong interest in quinoa and the ability to be key players in the successful implementation of IYQ. Governments of countries which produce and consume quinoa can provide expertise based on the political, technical, economic and social context to promote the cultivation and consumption of quinoa worldwide.

According to the United Nations resolution on the IYQ, FAO was invited to facilitate the activities because of its experience in hosting other international years, such as the International Year of Rice (2004) and the International Year of the Potato (2008) and also because it has regional offices, links and representative offices worldwide, with the infrastructure and capacity to develop a global campaign to promote the cultivation and consumption of quinoa.

In order to support the facilitation of the IYQ, FAO will establish the Technical Secretariat of the IYQ in the FAO Regional Office for Latin America and

the Caribbean, in Santiago de Chile with the support of the FAO headquarters in Rome.

Representatives of international organizations, research institutes, indigenous peoples, civil society (NGOs), academia and the private sector in member countries will be part of the ICC as strategic partners.

The strategic partners will allow the representation of broad sectors beyond national borders, and will constitute an advisory group.

To facilitate the implementation of the strategy components (see page 9), the IYQ-ICC will have a commission referred to each one of its three components. This therefore considers the establishment of an **Information and Communications Commission, a Marketing and Technology Commission, and a Fundraising and Cooperation Mechanisms Commission**.

6.2. National Committees

The role of the National committees, consisting of the different stakeholders that make up the quinoa complex, will be to design and implement national activities related to the IYQ, that the country deems appropriate and that are aligned with the Master Plan.

The structure of the national committees will be defined by the committees themselves or by some other instrument that the government deems appropriate. It is suggested that the national committees have a focal point in the general areas of coordination: information and communication; research, technology and marketing; and fundraising.

6.3. Role of IYQ stakeholders

The need for all stakeholders to work together during and after the celebration of the IYQ is expressly contained in the resolution of the General Council of the United Nations.

In this context the relevant stakeholders identified are:

Governments of quinoa producing and consuming countries can provide the political, technical, economic and social context to advance the development of quinoa worldwide. Governmental public institutions have an important responsibility to ensure that they promote and facilitate access to sustainable strategies of production and consumption.

FAO will provide technical support to the ICC-IYQ through the Technical Secretariat in order to facilitate the celebration of the IYQ. Details of the structure of the working groups of the Secretariat can be found in Annex 3.

Other UN agencies and research and development agencies, such as WFP, UNDP, UNEP, and Research centers of the CGIAR consortium have an important role during the IYQ. CIRAD, IDR, Bioversity and other CGIAR centers can contribute to a number of programs, projects, agreements, research initiatives and other mechanisms related to this crop.

Non-governmental organizations (NGOs) are genuinely interested in promoting the sustainable development of the quinoa complex in the world and are effective for socializing sustainable technologies and information with the wider community.

Producer associations, rural communities, and indigenous peoples are essential partners, since they have the practical experience, traditional knowledge, and know the cultural richness associated with the quinoa complex. Moreover, the IYQ constitutes a space in which to recognize and value them.

The private sector has experience in matters relating to the production, processing and marketing of quinoa. The private sector is involved with many research activities and the development of new products and market niches.

Academia and research is one of the most extensive networks of cooperation for the promotion of global culture, as it has the technical knowledge of the latest developments, including cutting-edge research and traditional knowledge. Research centers such as the National Institute of Agricultural and Forestry Innovation-INIAF in Bolivia, the National Institute of Agrarian Innovation (INIA), Peru, and the Autonomous National Institute of Agricultural Research (INIAP), Ecuador will be key partners in the implementation of IYQ.

Annexes

Annex 1: Terms of Reference for the IYQ International Coordination Committee (IYQ-ICC)

1. Background

The United Nations has declared 2013 as the International Year of Quinoa (IYQ) to globally promote this crop of high nutritional value and in recognition of the indigenous peoples of the Andes who have preserved quinoa as a food for present and future generations through their traditional knowledge and living practices which are in harmony with nature.

The IYQ was proposed by the government of the Plurinational State of Bolivia and approved by the United Nations General Assembly in December 2011. The Conference noted the exceptional nutritional qualities of quinoa, its adaptability to different agro-ecological floors and its potential contribution in the fight against hunger and malnutrition.

The resolution of the General Assembly of the United Nations explicitly states the necessity of working together during and after the celebration of the IYQ calling on member countries to join this effort and invited FAO to facilitate the implementation of the IYQ.

2. Need for the IYQ-ICC

In order to achieve the aims of the IYQ it is necessary to establish a system of coordination between the different partners at the global, regional and national level under the principles of collaboration and proactive participation.

3. Functions of the IYQ-ICC

In order to promote the implementation of the IYQ the Committee's functions will include:

- Provide strategic and general guidelines for the management of the IYQ
- Create a participatory platform for global strategic partners
- Coordinate international activities in the framework of the IYQ
- Seek funding to implement IYQ activities
- Assist in the identification of persons to be nominated as special ambassadors of FAO for the IYQ.
- Promote the establishment of national quinoa committees.

1. Members of the IYQ-ICC

1.1. Members

Under the principles of collaboration and proactive participation the IYQ-ICC will comprise government representatives from member countries with a strong

interest in quinoa and the ability to be key players in the successful implementation of the IYQ (see Annex 3).

Governments of countries that produce and consume quinoa can provide expertise based on the political, technical, economic and social context to promote the cultivation and consumption of quinoa worldwide.

Two groups of countries capable of being key players in the successful implementation of IYQ have been identified:

The first group consists of countries of the Andean region, center of quinoa diversity and main producers and exporters, such as Argentina, Bolivia, Chile, Colombia, Ecuador, Peru.

The second group consists of countries in other regions of the world, experimenting with the cultivation and / or which are major consumers of this product. Australia, USA, France, India, Kenya and Egypt make up the second group.

1.2. Strategic partners

The IYQ-ICC's strategic partners are representatives of international organizations, indigenous peoples, civil society (NGOs), academia and the private sector in member countries.

Strategic partners will allow the representation of sectors beyond national borders becoming an advisory group.

Five groups of institutions and sectors have been identified as strategic partners:

International Organizations

- WFP – World Food Programme
- UNEP – United Nations Environment Programme
- CFS – Committee on World Food Security
- ECLAC – Economic Commission for Latin America and the Caribbean
- UN Women
- WHO/PAHO
- Permanent Forum on Indigenous Issues
- Special Rapporteur of the United Nations on the right to food
- Special Rapporteur of the United Nations on the rights of indigenous peoples

International Research Centers

- CGIAR - Consultative Group on International Agricultural Research
  - o Bioversity International
  - o CIAT - International Center for Tropical Agriculture
  - o CIMMYT - International Center for Maize and Wheat Improvement
  - o CIP - International Potato Center

- IFPRI - International Institute for Food Policy Research

- Nutrition and Food Technology Institute
- Pennigton Biomedical Research Center

Academic Sector

- University of La Paz, Bolivia
- University of Puno, Peru
- University of Wageningen, Netherlands / University of Copenhagen, Denmark
- PROINPA

Civil society and indigenous peoples

- Via Campesina
- Confederation of organizations of Family farmers of the Extended Mercosur (COPROFAM)
- Dialogue Mechanism of Global Food Safety Committee (representing indigenous peoples)
- World Mountain Peoples Association (WMPA)
- International Indigenous Forum on Biodiversity (IIFB)
- International Indigenous Women's Forum
- Andean Coordinator of Indigenous Organizations (CAOI)
- World Rural Forum (WRF)

Productive/Commercial Sector

- Import/ export companies (to be determined)
- Producers Association
- Industries related to the quinoa production complex (to be determined)

Establishing the IYQ-ICC

Establishing a representative board of directors

In order to establish the IYQ-ICC, the IYQ Secretariat will call government representatives to a virtual meeting to be held on May 29th 2012, coordinated by the FAO Regional Office for Latin America and the Caribbean.

The Secretariat proposes the election of a representative board of directors comprising of a President, a three Vice Presidents and a two Rapporteurs.

The IYC-ICC's Board of Directors will be structured as detailed in the following illustration.

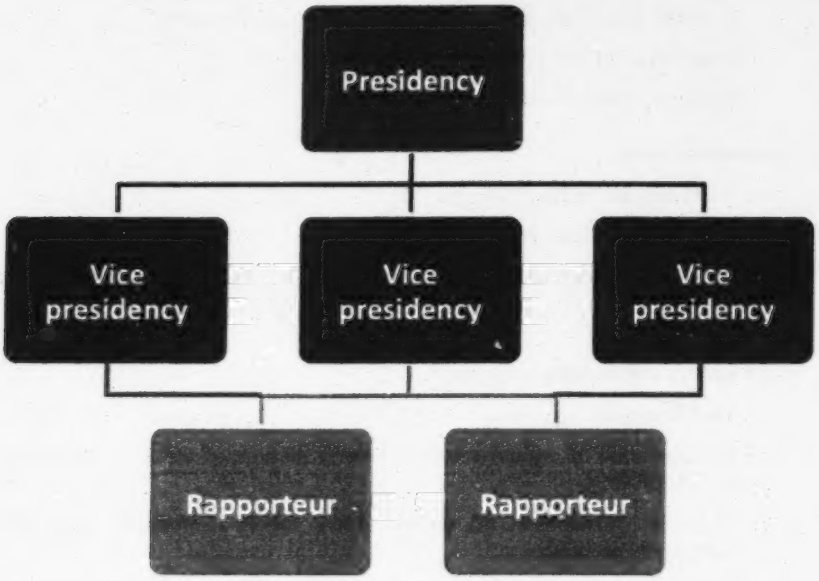

Figure 4. Structure of the IYC-ICC Board of Directors

At the May 2012 meeting, the International Coordination Committee for the International Year of Quinoa (ICC-IYQ) was established with the following directive:

- Presidency: Bolivia
- Vice Presidencies: Ecuador, Peru, and Chile
- Rapporteurs: Argentina and France

Inclusion of Strategic Partners

As a second phase of the establishment of the IYQ-ICC, the representative board of directors and the IYQ Secretariat will call the IYC-ICC's strategic partners to a virtual meeting.

Annex 2

Structure and conformation of the IYQ Technical Secretariat

The Technical Secretariat will be based at the FAO Regional Office for Latin America and the Caribbean, based in Santiago de Chile, in coordination with the FAO headquarters in Rome.

To support the implementation of each of the components of the strategy and operation of the IYQ-ICC the Technical Secretariat has the following structure:

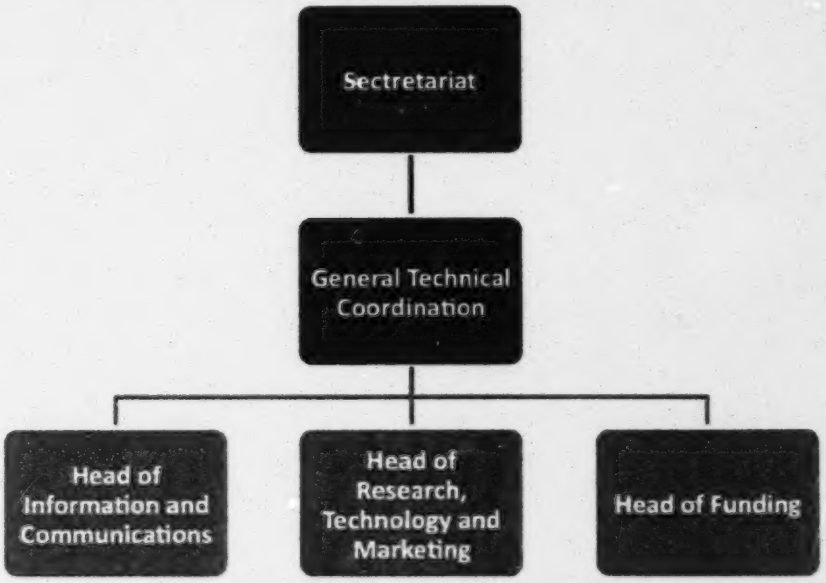

Figure 5. Structure of the Technical Secretariat based at the FAO Regional Office for LAC.

The working groups will be comprised of: the technical units involved with each of the issues they address in FAORLC, the FAO headquarters in Rome and the FAO representations in countries.

To facilitate communication the Technical Secretariat has created the following email address: RLC-quinua@fao.org.